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HARROLD'S PEDIGREED PANSIES

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U. S. Department of Agriculture



HARROLD'S NEW PEDIGREED POT PANSIES

*Florists wholesale list
for the season of 1930*

HARROLD'S PANSY GARDENS

C. W. HARROLD & SON.

PROPRIETORS

BOX 264

GRANTS PASS, OREGON.

CONDITIONS OF SALE.

Prices: All prices herein quoted are on a basis of cash with order and are net.

Remittance: Should be by draft, money order, or check. Stamps will not be accepted. All orders from outside the United States should be accompanied by draft, payable in New York.

C.O.Ds.: Seed may be ordered shipped C. O. D. *Perishable stock will positively not be shipped C. O. D.* All telegraphic orders for seed will go forward C. O. D.

SHIPPING.

Seed: All seed will be delivered by insured mail, postpaid. Shipment will be made same day order is received, unless unforeseen conditions prevent, in which case notification will be made at once.

Plants: All plant prices are quoted F. O. B. Grants Pass, Oregon shipment to be by Express collect. We will accept no responsibility for the transportation of any perishable goods forwarded by Parcel Post and in no case will shipment be so made unless expressly ordered by you and sufficient funds sent to cover postage.

ADVANCE ORDERS.

All advance orders are received subject to crop and other conditions which are beyond our control.

WARRANTY.

All varieties listed herein are true as to name. Should any mistake on our part occur, we will take it as a special favor if you will let us hear about it at once. Owing to the many variations of care, climate, and soil conditions, it is impossible for us to assume any responsibility for the crop

STATE QUARANTINES:

All plants offered herein are grown under Oregon state license, issued by the Oregon State Board of Horticulture. Our grounds are regularly inspected and certified to be apparently free from all dangerous fungus and insect pests. Plant or seed regulations, of other states, which may delay, damage, or destroy any goods are at purchasers risk. If your state imposes strict regulations which may delay perishable stock, please so state at time of ordering so we may pack accordingly.

TO OUR TEXAS FRIENDS

We have complied with all of the regulations and paid the license fee stipulated by the state of Oregon and we assume that you have done the same to do business in your state. That is as it should be! However the Texas Department of Agriculture tells us we must obtain a license from it, - of course the fee must not be overlooked!- to ship plants to florists in Texas. As we have no representative residing in that state, we question the constitutionality of such a tax on interstate commerce and believing that such a tax if permitted to continue in one state with out question, might eventually become a menace through general adoption, to the trade, we refuse to comply. So we will be unable to supply Texas growers, plants.

This does not effect seed movement however, and we assure you that any order for seed will receive our very best attention.

FRIENDS AND PATRONS

We are going to take up as little of your valuable time as possible with this little message, however we trust you will find much of interest and value in this little booklet.

It is pleasant to report that our 1929 season has been highly successful. We feel however that we should like to offer an apology too those of our patrons whom we were unable to supply during the last few weeks of the season, owing too exhaustion of our stock. During the past few seasons we have been constantly increasing our production, yet we seem unable to completely anticipate the fast growing demand for HARROLD PANSIES. It would seem though, that this is the most substantial way the trade could approve our products and we believe such approval to be the best recommendation possible to offer.

Our line as listed herein, for the 1930 season, we believe to be the most complete at the disposal of the trade. Our prices, as production costs justify, yet as always we have not impaired quality to meet a price. **Quality and service** at reasonable cost are your two major considerations. We stand ready at any time to supply both in such a way that they are sure to prove profitable.

To our many old friends and patrons, we extend our heartiest thanks and trust we may be of service for many more seasons to your profit. To the many new friends into whose hands this booklet falls, we extend our heartiest welcome and only await your command to prove too you that we stand ready to render real service with unexcelled quality.

HARROLD'S PANSY GARDENS
C. W. HARROLD & SON, PROPRIETORS.

WHAT OTHERS SAY

Each season we receive a great many letters regarding our Pansies and the results they are giving. The following is a part of two such from a grower in Southern California. They speak for their selves.

Ventura, California.

Jan. 28th 1930.

Will you please send your retail catalogue to Mr. ———.

We are not retailing any Pansies by the dozen this year. They are too fine and will mean much more to us either used cut or made up into fancy Pansy pots to be sold as gifts out of the shop. I wish you could see the way we trim them. People look for an excuse to buy them.

April 5th 1930.

When do you have first good seed bed plants ready? My plants have done so well that I want to keep my rows filled up.

(Signed) B. C. A.

Realizing that our continued success depends on your success with our products and the profit they, and our service brings you, we are always glad to receive any comment you may wish to make, or if you are having trouble with Pansies, drop us a line. We will be glad to assist with our experience of over a quarter century.

ANNOUNCING

HARROLD'S PEDIGREED GRADE PANSY SEED

For several years past the demand for *super-quality* Pansies has been fast developing. Nine-tenths of all letters received from those not acquainted with our strains, requested in some form, better Pansies than those usually offered in the past. We have been laboring several years now to get into a position to be able to supply a grade of seed which would even meet the requirements of the plant breeder, in sufficient quantities to enable us too offer them at a reasonable price. The results of this work we have chosen to term as, *HARROLD'S PEDIGREED GRADE*, as only through the pedigree method of breeding has it been possible to raise quality so far above average as to justify separate grading.

While pedigree method breeding is not new in the production of stock for the plant breeders own work - in fact we have been using it for years - we believe this to be the first time that it has ever been applied to the production of custom seed. Owing to the fact that a pedigree record, in the form of a file card, must be kept for each individual plant and all seed produced by that plant kept separate until the mixture of that particular strain is made in the laboratory, you will readily see the enormous amount of labor involved. These pedigree cards each give a detailed description of the flower size, stem length, growth, color and flower marking of each plant. As stated above, the seed from each plant is harvested and cured separate from all others, so that it is possible by consulting these files to compound a mixture of superior characteristics.

Every packet of *HARROLD'S PEDIGREED GRADE* seed is carefully checked with these pedigree files and each bears a pedigree number, making possible a complete description at any future time, of any or all plants which have supplied seed to that lot. Such other valuable information regarding the parent stock as, average flower size, average stem length, percentage of novelty stock, and percentage of each color classification, is also supplied with each packet.

It will be readily seen that the adoption of such scientific methods can only produce stock of the highest possible quality. The best recommendation for this grade seed is that from it each season we grow our standard grade seed, which has met with such wide approval.

As the detail work required in the production of this *pedigreed grade seed* is quite expensive compared to the amount of seed produced, prices, of necessity are slightly higher. Owing to the limited quantity available this grade of seed will only be supplied in packet units of one thousand seed. Further description of the various strains and their prices will be found in the following pages.

More than six million Pansies, of HARROLD'S strains were used last season. Did you cash in on your share of the profits?

HARROLD'S STANDARD GRADE PANSY SEED

The foregoing announcement does not in any way effect our high quality *standard grade* of seed as it has been supplied in the past, and which has received such wide approval at the hands of the trade. It does however give some idea of the great care we take to supply you with seed and plants of the highest possible quality. All of our *standard grade* seed are grown exclusively from select seed of the *pedigreed grade*. From the fact that the growing of breeding stock on a more extensive scale permits a larger selection from which to obtain stock, from which our *standard grade* seeds are grown, you will readily see that our *standard grade* seed can not help but improve greatly from year to year.

If you must have the absolute best, by all means don't overlook **pedigreed grade seed** of the HARROLD STRAIN that will best meet your requirements. On the other hand, if you must have the finest, in large quantities, we know that our **standard grade seed** will more than please you. The various strains and novelties listed on the following pages we know you will find of interest,

WHAT SIZE FLOWERS?

This is usually one of the first questions ask. As to our own strains, we can only answer that the largest possible size has been bred into our seed, and if plants grown from them don't reproduce equal size some local condition is at fault. Pansies like good rich garden soil with an abundant supply of humus. Nitrogen may also be applied to increase flower size although care must be taken not to use too much and make the plants soft.

We do all growing in our gardens, under as near average conditions as possible and after years of growing and experimental work with Pansies, we make these observations as to size. The flower size in most giant strains of good quality, usually vary from two inches up, with top at slightly over the three inch mark actual measure. Owing to the more exacting standards to which high quality varieties are grown, they will produce a greater number of flowers of the larger sizes. However such breeding increases production costs and of course these varieties demand higher prices. They are usually well worth it, though!

In recent years there have been some offerings of Pansies producing flowers four inch or over, in diameter. To date, under average growing conditions, we have never been able to obtain such size from stock so offered, although we have tried several such varieties, and you know that but few of us have exceptional conditions at hand. We still have hope however and will gladly pay \$50.00 for 1,000 seeds, of any variety of Pansy, of which 25% of the plants will show flower three and three-fourths inches or over in diameter, under average conditions.

Pansy beauty is not entirely in size. Haven't you seen Pansies of moderate, giant size, but of perfect form and color, which you considered more beautiful than some of larger size? Of course you have!

1930 NOVELTIES

The following four novelties which are of our origination, we offer as the most advanced types of Pansies and we know you will find them very useful. Two of these novelties have been bred to meet special requirements, while the *Pedigreed Novelties* and *Harrold's Ruby Giants* can not be too highly recommended as superior general purpose varieties, for bedding or cut flowers.

HARROLD'S PEDIGREED POT PANSIES

For years we have striven to perfect a Pansy which would be adaptable to the requirements of the pot plant trade and to a very large measure we have been successful. We do not say that some minor improvements may not yet be desirable. However, we have this stock so that now by following the few suggestions supplied with each packet of seed, any grower, with reasonable care should be able to duplicate our success with this stock. Think what a demand is awaiting such Pansies! The novelty of them will make their sale easy. They are in good demand as gifts and are especially appreciated by the sick. In the sick room they do not have the depressing effect felt with so many flowers that have been so closely allied with funeral bouquets for so many years.

We offer **Pedigreed grade seed only**, of this variety, in an exceptional fine mixture of colors at \$4.00 per packet; half packet (500 seeds) \$2.50. Accompanied by cultural suggestions.

NOTICE

The photograph on the front cover is a specimen of our new **HARROLD'S PEDIGREED POT PANSIES**. This plant was in a three inch standard pot. The flower on the plant, the fifth one the plant had produced, was exactly three inches across the largest way. How many like it do you need?

HARROLD'S PEDIGREED PANSY NOVELTIES

The stock offered in this lot is all taken from experimental plants and novelties which we have not released to the trade yet. Many very striking types will be found in this mixture and where unusual Pansies are needed they are to be highly recommended.

We offer **Pedigreed grade seed only**, of these and owing to the very limited amount available they are sold only in half packets, containing 500 seeds, at \$2.50 each.

HARROLD'S PEDIGREED CUT FLOWER PANSIES

We offer these as the ultimate in Pansies to be grown for cut flowers. This mixture contains only those types and colors which are best adapted to this use and all have been bred to the production of exceptional long, stiff stems. Although you will find our entire line well adapted for cut flower use, this particular strain will surpass all others for this particular purpose. We do not recommend this variety as a bedding type owing to its tall growing habits. Culture sheet with suggestions for cut flower growing of Pansies with each packet of seed.

Pedigreed grade seed only, of this variety at \$3.00 per packet no half packets sold.

HARROLD'S RUBY GIANTS

We believe this to be the outstanding Pansy introduction of the season. Owing to the predominance of red in this extreme giant strain, we feel sure that no other name could so adequately describe it. While white is not found in this variety, yellow and blue appear to some extent, although it is a rare flower that does not have red, pink, salmon, or orange in some shade, in its coloring. This variety has been the outstanding attraction in our gardens, both from its wonderful coloring and giant size. Several artists who have visited our gardens say, when seeing this variety, 'Wonderful! Marvelous! I never knew nature ever produced such blended colors'. Where fancy specimen stock must be grown, we recommend this variety with out reserve.

Standard grade seed

Packet	$\frac{1}{8}$ ounce	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce	2 ounces
\$2.50	\$3.75	\$7.00	\$13.00	\$25.00	\$45.00

Pedigreed grade seed; harvested from flowers three inches and over in diameter; per packet \$4.00; half packet (500 seeds) \$2.50. Plant prices will be found in the plant section.

WE COURT COMPARISON

We want you to test Harrold's Pansies against any others produced in the world. We are confident that they will make a name for their grower in any company. We have refrained from making statements as to the maximum size of flower our various varieties have produced, as we would rather you should obtain better results than expected, than that your expectation be built above average results. After all, it is not what we have done with Harrold Pansies that counts; it is what they will do for YOU. Why does demand exceed constantly increasing production year after year? It can't all be curiosity.

A TRIAL WILL CONVINCE

1929 INTRODUCTIONS

The three varieties which we introduced during the 1929 season has been received with open arms. Much plauditory comment has been made on them to date, while not one single discrediting report has been received. While the high quality of this stock does not justify the reduction we have made in the prices of these strains, we have in accordance with our policy, placed prices just as low as possible in order to enable more florists to take advantage of the more modern varieties.

HARROLD'S PEDIGREED GIANTS

This is with out doubt among the finest strictly super-giant strain of Pansies obtainable today. The pure, clear, bright coloring, with the distinctive three zone markings make them an outstanding Pansy. The plant habits are the finest bedding type. Compact, hardy, with luxuriant foliage and a strong sturdy plant throughout. Flower size, form and coloring are unexcelled. Fluted and ruffled flowers of almost every imaginable color and hue is found in this mixture. Exceptionally free winter flowering. Plant this strain along with some of our new HARROLD'S RUBY GIANTS, which are of different type, and you may rest assured you will have Pansies that will please the most critical patron.

Standard grade seed

Packet	$\frac{1}{8}$ ounce	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce	2 ounces	4 ounces
\$2.00	\$2.75	\$4.75	\$8.00	\$15.00	\$27.50	\$50.00

Pedigreed grade seed; \$2.50 per packet, 1,000 seeds.

HARROLD'S SUNSHINE PANSIES

This variety made many friends during the past season and we believe that every Pansy grower should have a small quantity of these at least to supply that demand for something different. The markings are a complete novelty as they differ from the conventional type in that the zones of color radiate from and are at right angles to the center, rather than in concentric zones around the center as in other types. This gives a sunray effect which is heightened by the wonderful colors which range mostly in the pastel shades of lavender, shading off into the true polychrome shades. They show well in mass but some of the flowers tend to sunburn slightly.

Standard grade seed

Packet	$\frac{1}{8}$ ounce	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce
\$1.50	\$2.00	\$3.50	\$6.50	\$12.00

How many seed will I need?

In our own plantings we sow an ounce of seed for each 8,000 plants wanted although 10,000 plants are quite regularly produced and as many as 15,000 have been produced. Of course these figures are for finished plants, allowing for average loss.

BE SURE TO PLANT ENOUGH!

HARROLD'S IMPROVED SWISS

Since the advent of the 'Swiss Giant', bloched type Pansies, no other strain of this type has received greater admiration. However as originally introduced, some factors were not entirely satisfactory, as a consequence several reselected and improved strains have appeared. While the parentage of our HARROLD'S IMPROVED SWISS has not been confined strictly to the original 'Swiss' strain, it has proven so much more satisfactory under test, that we are discontinuing the original variety, and devoting all our efforts in bloched types to it and our new HARROLD'S RUBY GIANTS. The flower size and coloring of this HARROLD'S IMPROVED SWISS strain will be a revelation to you and the wonderful mixture of colors will make it one of your best selling varieties during the coming season.

Standard grade seed

Packet	$\frac{1}{8}$ ounce	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce	2 ounces	4 ounces
\$1.25	\$1.75	\$3.25	\$6.00	\$11.00	\$21.00	\$40.00

Pedigreed grade seed; \$2.00 per packet, 1,000 seed.

SPECIAL DISCOUNT

To encourage the planting of a wider selection of Pansies so that the public will become better acquainted with the varied types which compose the modern strains, we will allow the following special discount. On every order for two varieties introduced by us during 1929 or 1930, we will allow a discount of 5 percent, while if three or more varieties are ordered 10 percent may be deducted. The same discounts and conditions also applies to the plants of these varieties, see plant section.

TIME TESTED SORTS

GREATER AMERICAN PERFECTION

This variety, which we introduced in 1925, has given such widespread satisfaction that we again offer it as the standard general purpose variety. It contains an extremely wide variety of colors and type, in fact the widest range of color of any variety we know, at any way near its price, and of course it is of fine giant type. A few novelties have been added to it this season that it did not have last, and we know it will please you. Exceptionly free flowering with flowers born on fine long stems.

Standard grade seed

Packet	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce	2 ounces	4 ounces
\$1.00	\$2.25	\$4.25	\$8.00	\$15.00	\$28.00

Pedigreed grade seed; \$2.00 per packet, 1500 seed.

OREGON MIRACLE MIXED

When price is a prime consideration, yet good quality must be obtained, we recommend without restraint this fine mixture. It has been favorably known by the trade for many years for its hardy plant habits and fine flower size and coloring,

Standard grade seed

Packet	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce	2 ounces	4 ounces
\$1.00	\$1.75	\$2.75	\$5.00	\$9.50	\$18.00

SEPRATE COLOR PANSIES

These are selections in seprate colors that are most used, and the ones offered are of the best strain quality.

Please order by number.

- 510 Royal purple
- 520 Wine red; discontinued, use Harrold's Ruby Giants.
- 530 Dark navy-blue.
- 540 Beaconsfield type; two tone lavender and purple.
- 545 Light blue; Adonis type.
- 550 Deep red; discontinued, use Harrold's Ruby Giants.
- 560 Striped; sunray markings, orchid shades.
- 570 Black; deep and velvety.
- 575 Yellow; golden, with dark center, very large.
- 580 Henna red.
- 590 Bronze; both brown and blue bronze types.

Standard grade seed

Packet	$\frac{1}{8}$ ounce	$\frac{1}{4}$ ounce	$\frac{1}{2}$ ounce	1 ounce
\$1.00	\$1.50	\$2.25	\$4.25	\$8.00

WHOLESALE PLANT GROWERS

We will gladly quote you prices on any varieties offered herein, if you can use a half pound or more of each, and we know that our quality and prices will prove attractive. Send your list of requirments.

SEEDSMEN

Genuine HARROLD Pansy seed are a good addition to any stock of seed. We will gladly quote our quantity prices on any variety, and packet sizes listed herein. You will find them of interest.

Special notice

Genuine HARROLD Pansy seed are never sold by seed dealers in bulk. To protect our good name and the confidence of the trade, we never sell in bulk, seed that are to be resold under our name. We take every precaution to supply only stock of the highest quality and for your protection, you should demand these seed in the original packet as they leave our garden.

PLANTS

During the 1929 season we supplied close to three-quarters of a million Pansy plants to the trade. Our perfect packing method has enabled us to successfully deliver this stock to florists in every State in the Union. Shipping is all in new, light wood cases, especially built to the requirements of each shipment. Strong plants from the seed beds is our specialty and these may be economically shipped to any part of the United States, as their shipping weight is only from 15 to 20 pounds to the thousand.

Transplanted plants may be shipped with equal success but owing to their greater weight transportation in excess of two thousand miles becomes rather expensive, and for this reason we recommend that those growers who possibly can, use the smaller sizes and grow them on in their beds.

Our plant season gets under way about September fifteenth, although this season we will probably have some ready at an earlier date.

Strong plants from seed beds

1930 Novelties:

Harrold's Pedigreed Pot Pansies,			
" " Pansy Novelties,		Prices on	
" " Cut Flower Pansies,		application	
Per	100	500	1,000
Harrold's Ruby Giants,	\$2.00	\$7.50	\$15.00

1929 Introductions:

Harrold's Pedigreed Giants,	1.50	5.00	10.00
" Sunshine Pansies,	1.25	3.75	7.50
" Improved Swiss,	1.00	3.00	6.00

Time tried sorts:

Greater American Perfection,	0.75	2.00	4.00
Oregon Miracle Mixed,	0.75	2.00	4.00

(These last two also 3,000 for \$10.)

Seprate color stock:

Any variety listed,	1.00	2.50	5.00
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Transplanted plants

Owing to unavoidable variations in supply and size, we do not quote prices here on transplanted plants. If you are interested in this size of stock, we will gladly quote on it upon application. We can supply transplanted plants any time after November first, and like the seedling stock, we can supply them untill the crop is exhausted next spring.

